Women Entrepreneurship in Tourism: The Case of Turkey

* Gülsün YILDIRIM a, Abdullah TARINÇ b, Ceyhun C. KILINÇ c

a Recep Tayyip Erdoğan University, Ardeşen Faculty of Tourism, Department of Gastronomy and Culinary Arts, Rize/Turkey
b Akdeniz University, Manavgat Tourism Faculty, Department of Gastronomy and Culinary Arts, Antalya/Turkey
c Akdeniz University, Manavgat Tourism Faculty, Department of Tourism Management, Antalya/Turkey

Abstract
As a developing country, women's participation in business life is low in Turkey. In this context, action plans and projects have been carried out to empower women. Starting from the fact that one of the sectors with the highest female entrepreneurship is the service sector, the main aim of this study is to reveal the status of women's entrepreneurship in tourism sector of Turkey. In this context, a literature review was conducted on the subject. There is a focus on in rural tourism within the tourism sector with regard to women entrepreneurship. Although there are women's tourism initiatives in Turkey, which can be accepted as good examples, women have been going through some difficulties in the process of starting entrepreneurship in the field of tourism and after the initiative has been taken place.

Keywords
Entrepreneurship
Turkey
Tourism entrepreneurship
Female entrepreneurs

Article History
Received: 23.11.2020
Accepted: 14.12.2020

Article Type
Research Article